

# Not All IP Geolocation Vendors Are Created Equal: How to Make the Right Choice

Whether your goal is to create an instant connection with a first-time site visitor; deliver relevant content regardless of device; ensure that content is in the right hands; and more, IP geolocation technology is the solution to take your online interactions in the right direction—toward a closer relationship with your audience.

There are several suppliers and systems available that can determine where an IP address is and, for a small investment, can provide a location. But is it the right one? Learn what makes Digital Element the IP geolocation industry leader and a more valuable partner than other solution providers:



## Industry Pioneer and Technical Leader

- Digital Element is the industry pioneer of IP geolocation, having been the first to introduce the concept and technology back in 1999.
- Our NetAcuity® technology utilizes patented web-spidering technology and 20+ proprietary methods to triangulate the location, connection speed and other characteristics associated with an IP address.
- We continue to lead with “industry firsts.” No other provider has been able to match our technology innovation.



## Data Quality

- Digital Element has the most accurate data in the industry. Global accuracy is more than 99.9 percent at the country level and up to 97+ percent accurate at a city level.
- Our solutions provide coverage for 99.9999 percent of the internet and collect billions of points of view daily.
- 24x7 updates are released weekly, meaning customers have the most reliable and up-to-date data.
- We have made substantial investments in diverse data sourcing and implemented proven data-science strategies.



## Data Breadth and Depth

- Digital Element is the only provider offering validated, premium IP-to-ZIP/postcode data worldwide.
- We offer the only database that overlays mobile device-derived data to provide precision targeting of on-the-go users.
- No other provider delivers the breadth of datasets we do. We offer 59+ parameters in addition to location, including POI, mobile carrier, proxy type/description, ISP, company name, and more.



## Privacy-Sensitive Technology

- Digital Element’s data is gathered totally anonymously, without tracking a user’s behavior and without cookies.
- Our data contains absolutely no personally-identifiable information.



## “Gold Standard” Reputation

- Digital Element was the first to introduce the concept of commercially viable IP-to-location data in 1999 and owns 20 different patents for its geolocation technology.
- We are recognized as the de facto standard in geolocation technology, offering the most granular and accurate solution on the market.
- Our clients include some of the most recognizable global brands, among them Facebook, Yahoo, Nielsen, Twitter, Discovery, Hulu, CNN and eBay.



## Ease of Deployment

- Digital Element's NetAcuity solution can be up and running in as little as 20 minutes.
- Implementation options include API-based server software, a flat-file download, or a high-performance cloud service.
- Our solution can be used as a standalone product or can be seamlessly integrated within existing enterprise IT platforms—quickly and easily.
- All common programming languages and computing platforms are supported.



## 24/7 Customer Support

- Extensive cross-industry and cross-application experience allows Digital Element to be a true partner to our customers. Their growth and success is our first priority.
- Customer care is a value-added service.
- Our team continuously receives accolades for its responsiveness, troubleshooting skills, and top-notch support.

## Contact Digital Element

Contact us and learn first-hand why Digital Element is the right choice for your geolocation data and service needs.

Visit us at [www.digitalelement.com](http://www.digitalelement.com) or call us at +1 678.258.6300 for more information.

## About Us

Since 1999, Digital Element has been providing global geolocation data and services that bring anytime, anywhere relevance and context to online initiatives—from desktops to mobile devices. The company's patented technology delivers real-time access to accurate and reliable location intelligence without invading Internet users' privacy. For nearly two decades, many of the world's largest websites, brands, security companies, ad networks, social media platforms, mobile publishers, and more have trusted Digital Element's technology to target advertising, localize content, enhance analytics, and manage content rights as well as detect and prevent fraud.

Visit [www.digitalelement.com](http://www.digitalelement.com) for more information on how to bring the power of location to the online world. Follow us on LinkedIn and Twitter @DigitalElement then like us on Facebook. Headquartered in Atlanta and London, Digital Element is a division of Digital Envoy Inc.

## Sample Clients



US Headquarters:  
+1 678.258.6300

UK Headquarters:  
+44 (0) 2035 142 663

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